

HOW MUCH BUYERS PROFIT AT COHEN'S

will be shown once again on Monday. Never before was underpriced merchandise so ripe this early in the season. Almost trade stagnation, and the chances for buying as at present are rare in a lifetime. It's business talent that lays goods down at prices so far below their normal values. You can credit our buyers with one more great success.

The contest for the Merchants' Gift Libraries is getting too warm to miss a chance. Watch the vote to-morrow.

The Break in Wash Fabrics

At this store proves the happy buying done last week—mercerized ones for the prices of the ordinary. Cases and cases of them are ready. Come and get your share.

Silk Stripe Hernani, made to sell for 75c; handmerced goods, imported this season, all the colorings, light and dark, 45c.

Imported Batiste, white grounds, woven in polka dots of various colors; best 25c fabric, for 12 1-2c.

Scotch Dimities, finest quality, that sells for 25c, light or dark colorings, for 10 1-2c.

12-inch Batiste, in various designs, 4 3-4c.

French Madras, for shirting, plain or corded, 15c and 18c qualities, full yard wide, 12 1-2c.

Snowflake and Embroidered Suitings up to 35c values, 9 3-4c.

The 12 1-2c American Dimities, with lace stripes, two shades of blue, lilac and pink, in polka dot effects, 7 1-2c.

Pin Checked Mercerized Chambray, 100 yards, various colored effects, 25c value, 10 1-2c.

Bourette Effect Heavy Shirting, new designs, made to sell for 15c, price 7 1-2c.

40-inch wide Printed India Linen, best ever produced to sell for 12 1-2c, is 9 3-4c.

Sheer India Mulls, in printed effects, 32 inches wide, newest designs, dark and light, price 9 1-2c.

New styles of Linen Suitings, made in Scotland to sell for 37c, are priced 21c.

Fine Black Organdies, 40 inches wide, instead of 35c and 35c are priced 12 1-2c.

100 yards of Organdies, in colors of red only, 12 1-2c value, for 8c a yard.

Linen Etamines, in cream and dark colors, are marked 19c.

Half Silk French Mulls, soft and printed in ornate designs; made to sell for 60c, are 25c.

Half Silk Crepe Cloth, in solid colors, woven in silk polka dot effects; instead of 50c, for 29c.

Silk Mercerized Taffetas, instead of 50c, are 15c.

Printed Organdies, same sold everywhere else in America for 25c; every design and coloring made, for 15c a yard.

An Enormous Stock of Muslin Underwear Has Come to Us.

Almost matchless in perfection and unprecedented in the price. The chance buying was a deal direct with the manufacturers, one of the firms that stands highest in the line.

TWO DEPARTMENTS in order to display the stock in proper assortments. The plain and cheaper valued garments will be found in the basement. The rest on second floor.

These garments on sale on second floor. Drawers of every description, including lace trimmed, hemstitched, tucked and all sorts, that were to have sold for 50c, choice of a counterful, 25c.

112 dozen Gowns, yokes of lace and tucks or plain hemstitched tucks, all full size and well made, 44c each.

A counterful of Gowns that were made to retail at 50c; a variety of styles and trimmings, choice, 50c.

A counterful of Gowns that were meant to have been \$1.25 and \$1.50; best material and handsomely trimmed, in a variety of styles, 70c each.

A counterful of low and high neck, including Chemise, Nainsook and Long Cloth Gowns; meant to have retailed at \$1.00 to \$2, are 95c each.

A counterful of beautiful Gowns that were meant to sell for \$1 to \$1.75; Empire and other styles, including the ribbon trimmed, 68c each.

A counterful of \$1.50 Gowns will be 50c each.

See the best 9c Wide Ruffle Skirt, with lace and tucks; the price here will be 50c.

Another Skirt, with 3 rows of lace, interspersed with cambric bands, \$1.19 value, for 65c.

Two lots of Cambric Skirts, beautifully trimmed, some with embroideries, others with lace; meant to sell for \$1.40, are 80c each.

A counterful of Skirts, made to sell from \$1.60 to \$2.10, including lace of embroidery trimmed, variety of styles; choice of them, 95c.

Another lot of Skirts, trimmed with blind embroidery founcing and spaced tucking, with hemstitching; the best 12 skirts for \$1.10.

Handsome Lace Corset Covers, entirely new in effect, made to sell for \$1.50, are 75c. Not enough to give more than 3 to a customer.

If you have seen the handsomest Corset Cover that you can make for \$2, we have a lot in endless variety that are better, 95c.

The Corset Covers at 25c and 29c include a counterful; you can pick a number that were made to sell at 40c.

Short Skirts for 29c, 30c and 50c. This does not include one-half, but want of space forbids us to say more.

Royal Cuticle Soap

is the finest, healthiest and best 10c Soap we know, but owing to a purchase of over 100,000 cakes, we are able to sell it at the wonder price, 3 cakes for 10c. See the United States building at the St. Louis Exposition reproduced with 15,000 cakes of this Soap in our window.

The Lace Season:

Everybody says it is—our orders have been to buy them whenever a price chance presented. Come and see the result. It's almost wonderful to think Laces could be bought at such prices.

6c and 8c Torchon Laces, 3c.

500 pieces of Torchon Laces, in all widths to 4 inches, with insertings and Edgings to match.

5c a yard—Machine and Hand Made Torchon, Point de Paris and Platt Val, Laces—values to 30c a yard.

8c a dozen yards—Val, Lace Beading, usual price 15c.

25c a dozen yards—French Val, Laces, Edgings and Insertings, in the new esprit designs—hundreds of new ones among them.

50c a yard—New Waist Lace Allover, open designs, embroidered on net, white or ecru.

20c a yard—Allover Laces, in white or ecru; some of the best 80c or 90c values in this lot—near a dozen designs to select from.

3c a yard—Tulle Footing, with fine mesh—the grade that sells usually at 5c.

12 1-2c a yard—New Straight Band Tender Inserting, for trimming organdies and dotted Swiss, in white or butter shades.

10c a yard—Silk Fibre Lace Inserting, cream shade.

12 1-2c a yard—Fibre Silk Ribbon Beading Laces.

All the Handsomest Wide Lace Gallions are priced specially for this sale.

Needed Notions

20 dozen Darning Cotton, black and every shade, 3 spools 5c.

5 gross Washable Shields, best 15c kind, 10c a pair.

Mercerized Embroidery Cotton, every shade, 2 1-2c a spool.

5 gross "Pin-On" Hose Supporters, assorted colors, 10c a pair.

Nickel Safety Pins, all sizes, 3 papers 5c.

Silks as Never Before.

The possibility comes with large accumulations of an importer that was forced to unload. It's the first break this season.

Satin Liberty Foulards, beautiful printing in the new blue; a 75c value will be sold for 45c.

Finest Chiffon Pure Dye Silk Foulards, \$1.35 everywhere else, price will be 60c.

White Silk Mulls, sold up to date for 19c, special, Monday, 10c.

Finest 11 Crepe de Chine, in all colors, including black and white, are marked 60c.

Special Sale of Silk Grenadines.

Full double width, pure sewing silk and double and twisted mesh; \$1.20, for 65c.

Double Width Ribbon, stripe, black Grenadine, pure silk; \$1 value, for 60c.

Double Width Black Silk Hernani, new style effects, in stripe or figure, to be sold for \$1 to \$1.10.

Embroidered Grenadine and Hernani, the finest imported to sell from \$2.50 to \$3.25; our prices, \$1.50 to \$1.75.

20-inch White Wash Silk, the usual 25c quality, for 18c.

The same, 27 inches wide, 25c.

The full yard wide, 40c. These are all hand loom and pure silk.

25-inch Pure Silk Chiffon Habutal, instead of 50c, is 35c.

Sale of Black Silks.

42 pieces of Pure Silk Peau de Soie, 75c to 90c quality, for 50c a yard.

The always \$1.10 Yard Wide Black Peau de Soie to be sold for 95c.

20-inch Black Taffetas, guaranteed pure silk and will give perfect wear 37 1-2c.

21 pieces Pure Dye, the first in the history of store-keeping, 20 inches Black Taffeta, \$1 quality, for 50c a yard.

The same in 27-inch width, 75c, and in yard wide is 95c.

All Silk Colored Taffetas, including white, cream, and tan, the best 60c value ever produced, any for 55c.

We sell the Yamai Mai All Silk Taffetas, in black, white and all colors, at 30c. There is no silk made at 75c that gives superior wear.

Handsome Fancy Taffetas Silk for dresses, in the new shades, blue, brown, gray, etc.; value 60c to 75c, choice, 55c a yard.

Printed Foulards.

In the various pretty designs for shirt waist suits, all pure silk, 19 inches wide, 25c—the lowest price ever attained in America. The same in 22 to 27 inches wide, 30c.

Price-Stricken Embroideries.

Counters and counters full. Many of the Monday new ones are manufacturers' lengths in pieces 2 1/2 to 6 yards. You may choose from the fine French work of the St. Gall, but nothing for more than one-half their original cost.

\$1.25 Embroideries, 50c.

All the new English Eyelet Embroideries that are the rage now for making shirt waists as well as founcings for skirts. They are Swiss, Cambric or Nainsook. Several hundred pieces and widths running to 20 inches—50c a yard.

60c Embroideries, 25c.

Every width and style that is conceivable in the embroidery world; some of the widths run to 24 inches, in Swiss or Nainsook. There are hundreds of yards of Corset Cover Embroideries in this lot, with heading top. Choose any for 25c a yard.

40c Embroideries, 19c.

All founcing widths, mostly open, showy designs. There are plenty at the same price in the neat nainsook match patterns, if you prefer them.

16 3/4c Embroideries, 8c.

All widths to 10 inches and every style—Cambric or Swiss. Plenty of Insertings to match.

25c Embroideries, 12 1/2c.

You can pick from about 500 pieces at this price—dainty baby patterns or the 10-inch Skirt Founcings. Any of these is a surprise at this price.

2c, 3c, and 5c a Yard.

Hundreds and hundreds of yards of Edgings, Insertings and Beadings, including a lot of Black Embroideries which cost 12 1-2c and are priced 3c.

Allover Embroideries.

29c a yard for 50c Allover Embroideries, all brand new designs, in Swiss or Cambric.

50c for the usual 50c Allover Embroideries.

98c for Allover Embroideries that cost to \$2 a yard—some of the daintiest shirt waist designs among them.

The Matting Chance of the Year.

A Japanese importer had to return to his country. We bought all of his stock for a little more than half his regular prices.

All the Mattings that would ordinarily be 25c, including the Heavy China and Fancy Linen Warps, in carpet designs, are 10 2-3c and 18c.

All the usual 18c and 20c Mattings are 14c.

All the 12 1-2c and 16c grades are 9c.

All the 35c, 45c and 50c Mattings are 25c and 35c.

Matting Rugs 50c that are ordinarily 75c and 85c.

Another Ribbon Shake-Up.

5 inches wide Satin Taffeta Ribbons, in white and all colors; a ribbon worth 25c is 25c a yard.

No. 2 Black Panné Velvet Ribbons for 1 1-2c a yard.

4 inches wide Fancy Taffeta Louisiana Ribbons, made to sell at 19c, for 12 1-2c a yard.

4 inches wide Black Taffeta Ribbons, worth 25c; special, 10c a yard.

Modes Glove-Fitting Patterns,

All the latest creations can be found here; any pattern, 10c.

Lace Curtain Sale Out of Season.

That's why we can make these prices. It pays to buy and hold them for fall use.

25 pairs of Lace Curtains for \$1.50 a pair; variety of styles and always priced \$2.50 to \$3.

The best 30c Curtain ever sold—170 pairs are priced 50c a pair.

Also a lot of Imported Curtains—Irish Point, Tambour and Venetian—goods that cost to \$3.50 a pair; choice, \$5.

Also 30 yards Lace Net, 8 yards wide, value \$3, for \$1 a yard.

New Silklines, silk-like, 10c and 12 1-2c.

White Cottage Muslin, full yard wide, value 12 1-2c, for 7 3-4c.

Handsome Point de Esprit Curtain Net, in white, 25c value, for 10 2-3c.

50 Door Panels, Irish Point, each 35c; Hand Made ones for \$5. Take your choice—all a third less than wholesale cost.

The Basement of Price Freedom.

The Basement White Goods.

are the half-price things of the store, and range among the finest grades of goods sold.

English Long Cloth, yard wide, 7 3-4c.

French Organdy, 2 yards wide, in lengths from 1 to 10 yards, 15c a yard.

50c White Persian Lawns, the finest grade imported, 12 1-2c.

50c Wash Chiffon, 1 1-4 yards wide, 10c a yard.

Imported Persian and Swiss Lawns, 45 inches wide, for 19c.

White Sheer India Linons, worth 8c and 12c, for 4c and 6c.

Pique Welts, 25c to 30c quality, 15c.

Fancy Piques, 12 1-2c.

White Mercerized India Linons, in various designs, Bourette, etamine and satin stripe, 9 1-2c.

The Basement Muslin Underwear Sale

is unapproachable elsewhere.

29c each—Women's Muslin Night Gowns, with spaced tuck yokes and good, liberal sizes.

35c each—For Gowns in several styles, yokes trimmed with lace and embroidery insertings.

19c a pair—Drawers; some have ruffles, trimmed with tulle lace; others deep umbrella ruffle, hemstitched.

7c each—Corset Covers, plain, tight fitting.

10c each—Corset Covers, all styles, in low, round and square necks, lace or embroidery trimmed.

20c each—Wash Gingham Underskirts, with full ruffles.

Writing Papers.

20c French Organdy, 8c.

Satin Finish Perfection, 7c a pound.

Kewick Bond, 15c a pound.

20c Irish Linen, 10c.

We print 50 cards for 12 1-2c.

Or 100 for 20c.

50 engraved from your plate, 25c.

Or we furnish plate, 50c.

Half Price Cottons in the Basement.

Never before such price lots.

Heavy Apron Gingham that everybody sells for 8c are 5 7-8c.

3,500 yards French Percales, the yard wide and 16c quality, most beautiful light and dark colorings, 9 3-4c a yard.

Yard wide 10c Percales, 5 3-4c.

1 1-4c Gray, Blue, Navy and Garnet Calicoes, 3 7-8c.

4,200 yards Seersucker Gingham, instead of 10c are 5 3-4c a yard.

12 1-2c Batiste, various designs and colorings, 7 1-2c.

A new lot of Shirting Prints, about 3,500 yards, fine qualities, 5 1-2c and 4 3-4c.

Belfast Linen-Like Cannon Cloth, double width, full bleached, 15c.

5 cases Bleached Androsoggin, 7 1-4c a yard.

10-4 Sheetings, good quality, 20c a yard; Unbleached Muslin, in lengths to 10 yards, 3 1-2c.

Knit Underwear.

9c each—Open Lace and Plain Ribbed Vests, full bleached and full trimmed.

12c each—Lisle Thread Silk Trimmed Vests.

10c each—India Gauze Vests, high neck and long sleeves.

25c a pair—Women's Garze Ribbed Pants, tight at knee or umbrella.

60c each—Lisle Thread Union Suits, low neck, no sleeves and knee lengths.

25c each—Silk Mercerized Open Work Lace Vests, with silk trimming.

12 1-2c, 15c and 10c each—Children's, Misses' and Boys' Gauze Ribbed Vests and Drawers, all sizes.

Basement Beddings.

Sale of 40 dozen Pillow Cases, all sizes and kinds, best materials, surprise prices; costing from 5c to 24c, for 12 1-2c each.

Another lot of the usual 12 1-2c Pillow Cases for 9c.

67 dozen Reinforced Linen Finished Bleached Sheets, very heavy thread, full 9-4 size, 45c each.

Easy Washing Bed Quilts, for double beds, 50c.

Heavy Crochet Quilts, Marseilles designs; the surprise price is 45c.

See the best Bed Quilt in town at \$1.65—

It's an Empire in White Goods

Not according to what they cost to make, nor what they were made to sell for, but what we sell them for. We avoid placing false values at all times and guarantee all we do and say.

12 1-2c a yard—Full Double Mercerized White Suiting, made in Oxford, England; never before sold for less than 25c.

25c a yard—Dotted Swiss, the same quality you pay 40c to 50c for at all times; choice of various sized dots.

20c a yard—Silk Embroidered White Batiste, the handsomest material imported this year; to sell for 60c—various designs.

12 1-2c a yard—Mercerized Striped Fancy Pique, 21c all this season.

8 3-4c a yard—White Madras, in fancy stripes Oxford effects; the best of the 12 1-2c quality.

16 2-3c a yard—Imported Embroidered Dimity Dot, has been scarce this season; at 25c a yard—about 2,000 yards on sale Monday.

15c a yard—Mercerized Poplin, the most beautiful white fabric ever produced; various designs in striped effect.

Instead of 55c. The same in striped and checked effect, 10c.

10c a yard—Silk Mercerized Scotch Dimities, can't be bought elsewhere in town under 35c.